

Gimbels
Phone Number
Pennsylvania
5100

Days of Review in the
China Sale Begin Monday

GIMBEL BROTHERS
32ND STREET - BROADWAY - 33RD STREET NEW YORK CITY

Furs Repaired and Remodeled
at Reduced Summer Rates

The best workmanship is assured. New models are
now ready, and estimates will be given without charge.
Gimbels Fur Vault on the Premises—Tenth Floor.
"Gimbels—Furriers Since 1842"

Store Hours
9 to 5:30

To Wear This New Apparel Is to Walk in Beauty the New Suits the New Dresses the New Coats the Misses' Frocks



It's hard to say whether the fabrics or the colors claim most of one's attention. Or the lines or the tailoring! Everything about the new suits seems to have a compelling charm.

Rich duvetyns, veldynes, marvella cloth, duvet de laine, yalama cloth—and in shades of faison, suchow, sparrow, nanking, Egyptian red, reindeer, navy. And black, too. Far too beautiful for mere words.

Lines straighter than ever—and coats a good bit longer. Belts very narrow or no belts at all. Collars often high—and often made of fur. Tailoring of the finer sort—most of it done by hand. Prices are \$35 to \$249.50.



Street frocks are simple. That is their outstanding feature. But it is a simplicity of line. Trimmings are flat—but important. Beads and embroidery, both in gay tones and effective color combinations. Tricotine is favored. Prices range from \$35 to \$99.50.

Dinner Gowns have a way of draping themselves with svelt satin and softest transparent laces. Black lace seems to lead—sometimes relieves by a dashing touch of brilliant green embroidery—sometimes content to cling gracefully to a slender slip of black shimmering satin. Net is lovely, too—whether plain, dotted or figured. Dinner gowns range in price from \$75 to \$125.

Gowns for all occasions are now ready—and really they are far lovelier than ever!

You will look from one to another of these coats and wraps. You will slip into a few—those that seem even lovelier than the rest. Choice will be difficult because every one will be becoming.

The colors are so soft—the fabrics so velvety and smooth. Chamvystyn, evora, veldyne, marvella cloth, vel de cygne, orlander—these are a few of the new fabrics. Many of the coats are enhanced by shapely collars of rich fur.

Browns will be worn—Havana, seal, reindeer. Blues, too—in deep, colorful tones. As to lines—dolmans, straight wraps, bloused models, fitted styles—all are correct. Provided they are developed on such graceful simple lines as are these. Prices range from \$37.50 to \$210.



There's a buoyant quality about the new frocks for Misses that is quite alluring. Bright bits of beading or embroidery make the street frocks interesting. Tricotine is the fabric most used—and navy blue is still first choice in colors. Prices are from \$25 to \$69.50.

But there are lovely, clinging crepe satin street frocks, too, that are particularly well adapted for present wear—and for the theatre, too. They show pretty draping, as well as beads. Navy blue, black and browns are featured. \$45 to \$69.50.

As for Dance Frocks—what airy, fairy bits of thistledown they are! Fluttering laces combined with delicately tinted silks—delightfully young in design and detail. Prices are \$25 to \$150.



THE WEARING APPAREL SHOPS FOR WOMEN AND MISSES ARE ON THE THIRD FLOOR

New Furs Join the Great August Sale

Delayed by the terrific underproduction of fur garments, these new pieces have just arrived—a bit late, but not too late. The new arrivals include wraps, coats, scarfs and muffs, and all have been marked at

Savings of 20% to 35%



The activity in our Fur Shop unquestionably indicates that our values are excellent and our furs desirable. But Gimbels have been furriers since 1842—so they should know how to offer the best at prices below the usual.

SOME OF THE COATS IN THE SALE:

Natural Mink Coats	\$695.00 to \$3250.00
Grey Squirrel Coats	375.00 to 795.00
Hudson Seal Coats	225.00 to 1150.00
Caracal Coats	175.00 to 695.00
Moleskin Coats	275.00 to 1075.00
French Seal Coats	125.00 to 695.00
Russian Pony Coats	145.00 to 275.00
Marmot Coats	125.00 to 295.00

AND HERE ARE FOUR REMARKABLE GROUPS:

Coats at \$189.00	Coats at \$345.00
French Seal, Russian Pony, Marmot, Raccoon—in various lengths. Some with contrasting collars.	A group of coats of Moleskin, Hudson Seal, Squirrel, Leopard, and some French Seal wraps.
Mink Scarfs \$45.00	Brown Fox Scarfs \$27.50
Two skin choker scarfs of good quality. Beautifully mounted.	Large animal scarfs, good color. Silk lined.

GIMBELS FUR SHOP—Third Floor

You'll Use These Blankets When It's Down to Zero

BUT THEY WON'T BE PRICED THIS WAY THEN!

Going, going, gone—August Sale Days and August prices. But the NEED for Blankets—same as that for sugar and salt and other necessities of life—with you always! Poor economy to do with just any kind of bed coverings. Wise economy to purchase Good Ones—in this Sale. But why tell you? You KNOW!

White Woolen Blankets \$8.75 Pair

Wool and cotton blankets; wide silk bindings to match borders; 72x80 inches in size.

Extra Size White Woolen Blankets \$10.50 Pair

Wide colored bindings to match borders; wool and cotton mixed; 72x80 inches in size.

All Wool White Blankets \$20.00 Pair

Fine California wool stock; wide satin bindings to match borders; 72x84 inches in size.

Fine All Wool Plaid Blankets \$20.00 Pair

California wool stock; blue, pink, gray and tan blocks, with satin bindings to match.

72x84 in., \$20.00 Pr.

Plaid Woolen Blankets \$8.50 Pair

Wool and cotton mixed; block patterns in desirable colors; 70x80 inches in size.

Extra Large Plaid Blankets \$12.75 Pair

Pink, blue, tan and gray block patterns; wool and cotton mixed; 72x90 inches.

All Wool Plaid Blankets \$15.75 Pair

Fine all wool stock; dainty colors, with bindings to match; 70x80 inches in size.

72x90 in., \$25.00 Pr.

GIMBELS BLANKET SHOP—Second Floor

Wall Papers You Can Hang Yourself

The scarcity and costliness of labor has led ever so many to discover that it is very easy to hang wall paper. We've had a book of simple directions printed. We feature wider papers that need no matching or trimming. We have the paste and tools. You'll be surprised how easy it is!

Bedroom papers—most attractive and easily hung, 25c a roll.

New designs in living room papers, priced 85c to \$1.50 a roll.

GIMBELS WALL PAPER SHOP—Sixth Floor

Men's Crepe Bath Robes at \$5.95

Comfortable bath or lounging robes of that popular Japanese crepe. In the trim shawl collar model. In the color you like—striping of tan, blue and white—another with lavender and grey. In short, they're as good looking as they are practical.

Terry Cloth Bath Robes

Priced at \$7.50

IN ALL SIZES

GIMBELS—BATH ROBES—Fourth Floor

1800 Attractive Samples of Gowns and Billie Burkes

AT SAVINGS OF 1/3 TO 1/2

\$1.49

\$1.49



Unquestionably this is a wonderful sale! The samples and the surplus stock of a dependable manufacturer. Hundreds of styles. Good fabrics. Charming trimmings. And so diminutive a price!

The Nightgowns
are of cotton crepe, striped, dotted or plain. Of rainbow-tinted batiste with touches of hand embroidery—some with ribbon shoulder straps. Of raincoat, lace trimmed. And a few open-front gowns with high or V necks.

The Billie Burkes
are attractively made of cotton crepes, batistes and fine voiles. Many delicate shades. Pretty sleeveless models with points at the shoulders, others with short kimono sleeves. Ever so many delightful styles.

All Sizes Are Included—but Naturally Not in All of the Models

GIMBELS LINGERIE SHOP—Second Floor

100 Mercerized Fibre Silk Sweaters

Pre-Holiday Sale—Priced **\$12.95**

Tuxedo style? Yes. Block weave? Yes. Silky and lustrous and good looking and good value? Yes—most emphatically—Yes. And the colors? Every one that's deemed correct by Fashion, 1920.

Sweaters smart enough for any country club, sturdy enough for any holiday outing. Practical enough for any little lady's back-to-college wardrobe. Ought to march right rapidly at this low cost—in-the-season count, \$12.95.



SIZES 38 TO 44

GIMBELS—WOMEN'S SWEATER SHOP—Third Floor

A Worth While Sale of New Axminster Rugs

4.6x6.6 ft.	\$19.00	\$22.50
6.9 ft.	33.50	35.50
8.3x10.6 ft.	58.50	70.50
9x12 ft.	66.00	80.00

Some seamed; some seamless. All new, bright fall rugs. Oriental colorings and Oriental patterns in blue, rose and those satisfying, warm, living room shades of tan and green. A quality that's made for long wear.

Value! No doubt about it! A special in room size rugs planned just for these house-in-order days. Sale prices that are one-day prices.

GIMBELS RUG STORE—Sixth Floor

4551 yards Kaiser Tricolette

Priced Less Than Ordinary Tricolette

54-inch width **\$3.65** 54-inch width

Silk of a firm, heavy weave. A strong fibre silk tricolette that doesn't catch and ravel, as even very fine quality tricolette sometimes does. In white, flesh, beige and aero blue—besides a particularly ample quantity of navy blue and black—most wanted for fall frocks. And where can you even find ordinary tricolette of 54-inch width at so low a price?

GIMBELS SILK SHOP—Second Floor